

**EXHIBIT C****Intellectual Property**

<b>Type</b>	<b>Description</b>
Trademark	FRED'S PHARMACY, Reg/App. #4768067, Serial # 86438768
Trademark	FRED'S PHARMACY, Reg/App. #4755948, Serial # 86438827
Trademark	FRED'S SPECIALTY PHARMACY, Reg/App. #4755923, Serial # 86438384
Trademark	EIRIS, Reg/App. #4791149, Serial # 86015349
Trademark	FRED'S PHARMACY, Reg/App. #4525908, Serial # 86111625
Trademark	FRED'S, Reg/App. #4525879, Serial # 86098487
Trademark	FRED'S LAB TESTED LAB TESTED FOR QUALITY, FRED TESTED FOR SATISFACTION, Reg/App. #5022690, Serial # 85307164
Trademark	RIGHT VALUE, Reg/App. #4941579, Serial # 85571786
Trademark	GETMORE REWARDS, Reg/App. #4379870, Serial # 85810059
Trademark	GETWELL DRUG & DOLLAR, Reg/App. #4379869, Serial # 85810055
Trademark	SMARTBUCKS, Reg/App. #4383554, Serial # 85799482
Trademark	FRED'S, Reg/App. #4771053, Serial # 85490900
Trademark	FRED'S, Reg/App. #4771052, Serial # 85490885
Trademark	FRED'S SUPER DOLLAR, Reg/App. #4252832, Serial # 85490864
Trademark	LTE, Reg/App. #4808710, Serial # 85405836
Trademark	FREDDIE O'S, Reg/App. #3991103, Serial # 85049893
Trademark	LIVING TRADITIONS, Reg/App. #4135998, Serial # 77983010
Trademark	SAND TRACKS, Reg/App. #3948727, Serial # 77875835
Trademark	FTQ FRED'S THIRST QUENCHER, Serial # 77826186
Trademark	FRED'S HOMETOWN DISCOUNT STORE, Reg/App. #3671957, Serial # 77563743
Trademark	FRED'S, Reg/App. #3605714, Serial # 77563725
Trademark	M&E, Reg/App. #4444008, Serial # 77321915
Trademark	JOYFUL TRADITIONS, Reg/App. #3793634, Serial # 77358071
Trademark	FRED'S CANINE CUISINE, Reg/App. #3728746, Serial # 76660564
Trademark	FRED'S KITTY CUISINE, Reg/App. #3609091, Serial # 76660563
Trademark	FRED'S SUPER DOLLAR, Reg/App. #2054283, Serial # 75012953
Trademark	SOUTHERN EXPRESSIONS, Reg/App. #2312164, Serial # 75212903
Trademark	MISSISSIPPI RIVER BLUES, Reg/App. #2388059, Serial # 75212900
Trademark	FRED'S XPRESS PHARMACY, Reg/App. #2054225, Serial # 75004127
Trademark	FRED'S SUPER DOLLAR STORE RX, Reg/App. #2054224, Serial # 75004125
Trademark	FRED'S, Reg/App. #3051906, Serial # 74436026
Trademark	FRED'S YOUR KEY TO VALUE, Reg/App. #972584, Serial # 72422115
Trademark	FUR LOVE, Serial # 87281924
Trademark	MAXX PLAY, Serial # 87274879

Type	Description
Trademark	PET CENTRE FUR LOVE & Design, Serial # 87274823
Trademark	PET CENTRE FUR LOVE & Design, Reg/App. #5532009, Serial # 87977790
Trademark	PADDY CAKES, Reg/App. #5525465, Serial # 87198352
Trademark	AQUA WAVE, Reg/App. #5566534, Serial # 87316742
Trademark	PRICELO, Serial # 87097870
Trademark	MY FIT, Reg/App. #5330124, Serial # 86605811
Trademark	FRED'S PHARMACY, Serial # 86696087
Trademark	FRED'S PHARMACY, Serial # 86695779
Trademark	FRED'S, Reg/App. #5105931, Serial # 86682660
Trademark	FRED'S PHARMACY, Reg/App. #5105930, Serial # 86682653
Trademark	LIL MISS IMAGINATION, Reg/App. #5110614, Serial # 86656855
Trademark	BOUNCE BACK BUCKS, Reg/App. #4866073, Serial # 86600823
Trademark	FILL 90, Serial # 87822814
Trademark	REEVES-SAIN Logo, Reg/App. #4844544, Serial # 86542362
Trademark	REEVES-SAIN , Reg/App. #4849838, Serial # 86542361
Trademark	SPECIALTY PHARMACY WITH A PERSONAL TOUCH, Reg/App. #5208031, Serial # 87121561
Trademark	REEVES-SAIN , Reg/App. #46138
Trademark	REEVES-SAIN (design) , Reg/App. #46135
Social Media	Facebook Page; approximately 40,000 followers
Social Media	Facebook Page; approximately 1,000 followers
Customer Lists	The data maintained by the Debtors for customers who opted in through the Fred's website to receive marketing messages, and Fred's Rewards Club Loyalty Program member data; the database contains customer phone numbers and emails
Web Domain	Domain Address: fredsinc.com
Ticker Symbol	NASDAQ Listing Ticker Symbol: FRED